MINUTES OF THE HOUSING ADVISORY COMMISSION OF THE CITY OF CHULA VISTA

July 23, 2014 4:00 P.M.

A Meeting of the **Housing Advisory Commission** of the City of Chula Vista was called to order at 4:03 p.m. in Conference Room C101, located in Building A at 276 Fourth Avenue, Chula Vista, California.

ROLL CALL

PRESENT: Commissioners Lisama, Quero, and Zaker

ABSENT: Commissioner Torre (U) and Chair Uy (E)

ALSO PRESENT: Stacey Kurz, Senior Project Coordinator

Craig Ruiz, Economic Development Specialist

Michael Meacham, Director of Economic Development

CONSENT CALENDAR

1. APPROVAL OF MINUTES FROM May 1, 2014

ACTION: Vice Chair Quero moved to Table the approval of the minutes until a quorum of

members that attended the May 1st meeting were present. Commissioner Zaker seconded the motion, and it carried, result of vote 2-0-1, with Commissioner

Lisama abstaining as a recent member to the commission.

PUBLIC COMMENTS

None.

INFORMATIONAL ITEMS

2. CHULA VISTA ECONOMIC DEVELOPMENT

Staff Ruiz provided a brief presentation summarizing efforts of the Economic Development Department, reference Exhibit 1 presentation.

ACTION: None required.

OTHER BUSINESS

3. STAFF COMMENTS

Update on the following projects was provided by Staff Kurz:

- Urban Core Specific Plan Updates Updates to the UCSP are planned to be taken to Council in September to rezone R3 residential properties and revise some of the zoning guidelines to give property owners more flexibility.
- Lofts on Landis Subterranean level nearing completion, construction on schedule.
- Kiku Gardens Pulled building permits, expect rehabilitation to start in near future
- Congregational Towers Rehabilitation of the project was nearly complete.
- Christmas in October Applications now available for low income homeowners in need of rehabilitation assistance.
- 4. CHAIR'S COMMENTS (MOBILEHOME RENT REVIEW COMMISSION)
 None.
- 5. COMMISSIONERS'/BOARD MEMBERS' COMMENTS None.

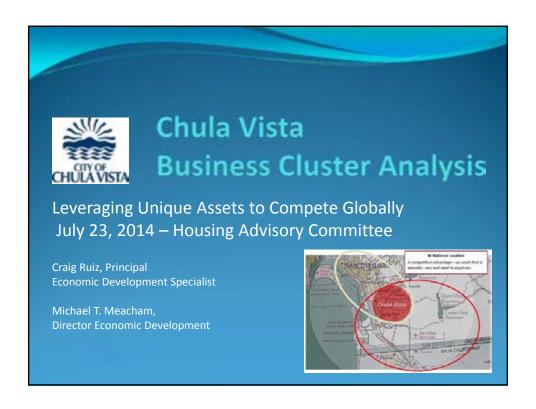
ADJOURNMENT

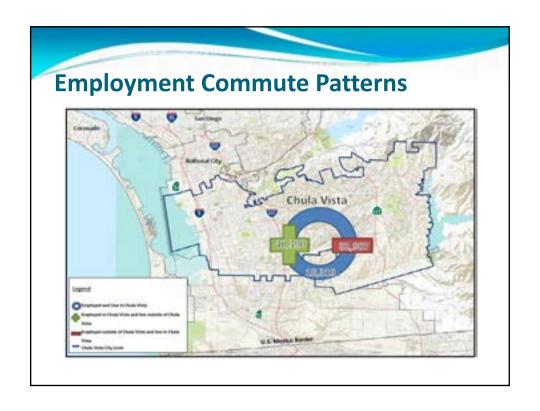
At 5:35 p.m., Commissioner Zaker motioned to adjourn the meeting, with a second from Commissioner Lisama, to the regularly scheduled meeting on Wednesday, October 22, 2014 in Conference Room C101 at 4:00 p.m.

Stacey Kurz, Senior Project Coordinator

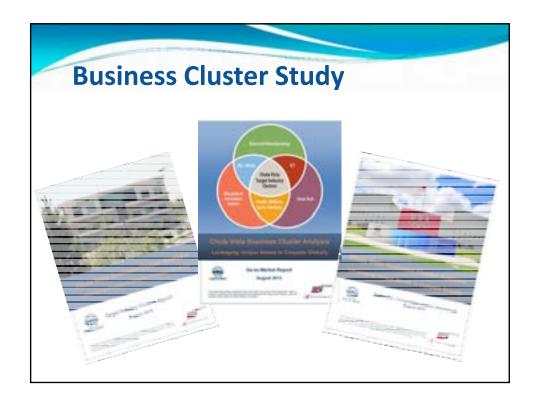
Hacey Skury

Exhibits: 1. Economic Development Presentation





| | Median Household Income of County Cities and Chuis Vinta Zip-Codes for Calendar Year as of January 1, 2012 | | | | | | | |
|-------------------------------------|--|------------------|------------|------------|--------|------|-------------------|----------|
| Area Name | Medan House 2013 | ehold recent in | Popul | 24 | Househ | 2010 | 7188 Hour 2013 | CELLINA. |
| Si Hai | 130504 | 110.101 | 2.102 | 4101 | 200 | 100 | 715 | 2757 |
| THAN YOU WITH | 104,177 | 96.587 | 26,750 | 100,000 | | 14 | TASK T | 7,810 |
| State State Street | 106,402 | 89,799 | 12,967 | 12,907 | 2.30 | 2.28 | 5,400 | 4,325 |
| Posts | 100,406 | 400,000 | 48,558 | 47,811 | 136 | 1.00 | 16,169 | 16.47 |
| COMPANY OF STREET | 164,168 | 87,877 | 16,601 | 10.00 | | | 4.673 | 4,500 |
| Contribute | 99,009 | 84,702 | 25,176 | 24,897 | 2.31 | 2.75 | 3.542 | . A.34* |
| Code System | HI,350 | 85,350 | 60,460 | 55/513 | 1.45 | 1.46 | 30,963 | 3.4 |
| Carteria | HORE | 14,632 | 100,740 | 105,136 | 7.14 | 2.15 | 45.427 | 10.00 |
| Chica year State | 84,384 | 80.75 | 67,004 | 40.388 | | 200 | 11.005 | - |
| | 14,336 | 1,017 | 11/201 | | | | | |
| 2000 profet | 76,179 | 10.410 75.546 | 10,000 | 46K 54G | 188 | 377 | 172,124 | 175,51 |
| Surface . | 76,361 | 70,048 | | | 273 | | 20 165 | 11,30 |
| Chicago Chica William | 70.34E | | Mr. art | 145,314 | _ | | | |
| Trends | 70,164 | 62,541 | 109,300 | 157.344 | 200 | 2.00 | 85.501 | 0.05 |
| San Martin | 64.633 | 58.539 | 87 (01 | 83.775 | 1.00 | 100 | 26.673 | 36.17 |
| VINE VINE | 81,963 | 18.003 | 16,367 | 1077 | 116 | 10 | 30,017 | 30.17 |
| THE RESERVE THE PERSON NAMED IN | 99.700 | 10,000 | POSIT | 96717 | | 3.12 | ALTE: | 20.00 |
| DECEMBER 1 | \$9,509 | 10.725 | 146,301 | 140,344 | 3.02 | 3.02 | 41.40 | 47.0 |
| a Vina | 10.064 | 17.546 | 16.544 | 67,000 | 231 | 130 | 25.844 | 26.00 |
| Jeroin Grove | 87,677 | 51,932 | 35,552 | 25,126 | 297 | 190 | 8.812 | 6.54 |
| COLUMN TO SERVICE STREET | 35.00 | 100,000 | 155,004 | 89740 | 100 | 139 | 20.303 | 20.00 |
| El Casser | FL59 | 2770 | 100,400 | 10,475 | 110 | 100 | 35,102 | 97.00 |
| Property Sealth | 49,923 | 45,765 | 35.400 | 26324 | 2.82 | 2.62 | 1360 | 9,360 |
| National City | 46,877 | 34,702 | 16.656 | 56,582 | 3.61 | 3.45 | 16,729 | 16.33 |
| Sel Diego Courty | 70,656 | 82,771 | 3.000.00 | 5 000, 313 | 276 | 275 | 1185.504 | TUBER |
| total Linear Lineary | 70,000 | 40,771 | 12,000,000 | 3,000,313 | 275 | 2.75 | 1000000 | 1,000 |
| Man California a | 100 | Table | 12.5 | BALLSON, B | 744 | 1.00 | 194 | 254.00 |
| CHARGO. | 1936 | Fig.R. | 1905 | 400,314 | 769 | 3.00 | 390 | 1,29,40 |
| THE R. LEWIS CO., LANSING, MICH. | 100 | C. NA | 190. | 050,000 | 144 | 1.50 | 103 | 294.50 |
| Player, de Finando | 168 | TUR. | | 90,489 | N/A | 3.60 | 19X 19X | 24,14 |
| 19099 | 160 | NA. | 199. | 101,579 | NA. | 3.50 | | |
| Tipums have by top houses of the | 164 | Telli. | 769. | 1,556195 | N/A | 3.70 | 398 | 420,27 |



Project Purpose

"We don't know, what we don't know."

- 1. Identify "best fit" business clusters,
- 2. Readiness for recruitment of new businesses to attract and expand quality jobs, and
- 3. Provide recommendations for positioning, marketing, and business recruitment.
- Develop and implement a plan to identify and approach business expansion & recruitment targets



Corporate Location Assessment

| | rcise Ranking – 12 Decision Factors Consulting, International Site Selectors | | | | |
|-----------------------|---|--|--|--|--|
| Market Access | Strength | | | | |
| Real Estate | Current Weakness (shovel-ready*) / potential Strength | | | | |
| Utilities | Neutral | | | | |
| Transportation | Strength / Neutral (potential west/cross town congestion | | | | |
| Workforce | Strength / Weakness (Lack of documentation) | | | | |
| Business Climate | Neutral Strength | | | | |
| Sustainable Practices | | | | | |
| Risk Management | Strength | | | | |
| Business Costs | Neutral (impact fee concern) | | | | |
| Incentives | Neutral (loss of Enterprise Zones) | | | | |
| Quality of Life | Strength | | | | |
| Readiness | Weakness | | | | |
| Overall Ranking | Neutral | | | | |

Go-To-Market Strategy

The core of the project – tactical approaches to business retention, expansion, attraction and prospecting:

- 1. Existing Business Development
- 2. Positioning
- 3. Packaging
- 4. Business Attraction/Target Markets
- 5. Earned Media

Unique Position in the Market

• Distinctly unique is proximity to Cali-Baja, the connectivity to San Diego's resources and a multinational resident base;

• Chula Vista and Cali-Baja share industry clusters – this synergistic relationship creates a unique *selling proposition*.



Packaging

Quality collateral and marketing materials and tools are needed:

- Marketing
 - Map Collateral Brochures
 - Business Cases
 - Labor Data
 - Website
- Site Investigation Data Guide





